

REMARKS

This Application has been carefully reviewed in light of the Office Action mailed May 15, 2003. Claims 29-48 were pending in the Application. In the Office Action, Claims 29-48 were rejected. Claims 29-48 remain pending in the Application. Applicants respectfully request reconsideration and favorable action in this case.

In the Office Action, the following actions were taken or matters were raised:

SECTION 103 REJECTIONS

The Examiner rejected Claims 29-48 under 35 U.S.C. §103(a) as being unpatentable in view of U.S. Patent No. 6,052,669 issued to Smith et al. (hereinafter "*Smith*"). Applicants respectfully traverse this rejection for the reasons discussed below.

The Examiner states that Claims 29-48 are unpatentable over *Smith* because, for at least one reason, column 9, lines 13-23, and column 11, lines 6-14, of *Smith* discloses "a presentation module (127) adapted to provide a preview representation of a consumer item with the option in response to a user positioning a cursor over an icon and clicking on the icon." (Office Action, page 2). Applicants respectfully submit that the Examiner has misinterpreted Claims 29-48.

Independent Claim 29 is directed to a computer-implemented ordering system reciting "a presentation module adapted to provide a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option." (emphasis added). Additionally, Independent Claim 36 recites "providing a real-time preview representation . . . updated with the option in response to a user positioning a cursor over an icon corresponding to the option," and independent Claim 42 recites "means for providing a real-time preview representation . . . updated with the option in response to a user positioning a cursor over an icon corresponding to the option." (emphasis added). *Smith* discloses that "[b]y selecting the new typical icon, the user is able to select a typical workstation configuration," and "[w]hen the user selects the new typical icon a graphical depiction of various typical workstation configurations is displayed on the screen." (*Smith*, col. 9, lines 9-14). *Smith* also discloses that "[t]he user can select one of the displayed typical workstation configurations by clicking on it with the pointer device."

(*Smith*, col. 9, lines 20-21)(emphasis added). Further, *Smith* discloses that “[w]hile viewing a configuration, the user can select product options,” and, “[i]n order to pick product options, the user points and clicks the pointer device on the select material icon on the screen.” (*Smith*, col. 9, lines 53-56)(emphasis added). Thus, visual updates to a product corresponding to a product option in *Smith* occur only in response to “click[ing] the pointer device” on an icon. (*Smith*, col. 9, lines 53-56). In contrast, Claims 29, 36 and 42 recite that a preview representation is updated “in response to a user positioning a cursor over an icon.” (emphasis added). Thus, according to Claims 29, 36 and 42, the preview representation is updated with a product option without requiring the user to select or click on an icon. Therefore, Applicants respectfully submit that *Smith* does not disclose, teach or suggest the limitations of independent Claims 29, 36 and 42. Applicants respectfully request allowance of independent Claims 29, 36 and 42.

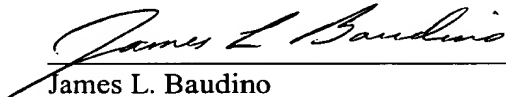
Claims 30-35 depend from independent Claim 29, Claims 37-41 depend from independent Claim 36, and Claims 33-48 depend from independent Claim 42. Because independent Claims 29, 36 and 42 are in condition for allowance, Claims 30-35, 37-41 and 33-48 are also allowable, and Applicants respectfully request allowance of Claims 30-35, 37-41 and 33-48.

CONCLUSION

Applicants respectfully submit that Claims 29-48 are allowable over the cited art of record. Applicants have made an earnest attempt to place this case in condition for immediate allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

Respectfully submitted,

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